ABSTRACT OF THE DISCLOSURE

SYSTEM AND METHOD FOR PRODUCT EVALUATION

A method, system, and computer program product for evaluating a product is provided. In one embodiment, a product identification token associated with the product

5   is optically scanned. The product identification token identifies a location from which a product evaluation form may be retrieved. The product evaluation form associated with the product is then retrieved using the product identification token. The product evaluation form is then presented to a user. The user may then optically scan a receipt identification token on a receipt corresponding to the purchased product. The receipt

10   identification token provides receipt purchase information such as, for example, purchase location, purchase price, identity of the purchaser, and other demographic information. The receipt purchase information is then entered into the product evaluation form, facilitating the entry of product evaluation information about a product.